

SECOND REGULAR SESSION
HOUSE COMMITTEE SUBSTITUTE FOR
SENATE BILL NO. 899
98TH GENERAL ASSEMBLY

5730H.03C

D. ADAM CRUMBLISS, Chief Clerk

AN ACT

To repeal sections 226.540, 226.550, and 301.130, RSMo, and to enact in lieu thereof eight new sections relating to transportation infrastructure.

Be it enacted by the General Assembly of the state of Missouri, as follows:

Section A. Sections 226.540, 226.550, and 301.130, RSMo, are repealed and eight new sections enacted in lieu thereof, to be known as sections 226.540, 226.550, 227.432, 227.434, 227.444, 227.445, 301.125, and 301.130, to read as follows:

226.540. Notwithstanding any other provisions of sections 226.500 to 226.600, outdoor advertising shall be permitted within six hundred and sixty feet of the nearest edge of the right-of-way of highways located on the interstate, federal-aid primary system as it existed on June 1, 1991, or the national highway system as amended in areas zoned industrial, commercial or the like and in unzoned commercial and industrial areas as defined in this section, subject to the following regulations which are consistent with customary use in this state:

(1) Lighting:

(a) No revolving or rotating beam or beacon of light that simulates any emergency light or device shall be permitted as part of any sign. No flashing, intermittent, or moving light or lights will be permitted except scoreboards and other illuminated signs designating public service information, such as time, date, or temperature, or similar information, will be allowed; tri-vision, projection, and other changeable message signs shall be allowed subject to Missouri highways and transportation commission regulations;

(b) External lighting, such as floodlights, thin line and gooseneck reflectors are permitted, provided the light source is directed upon the face of the sign and is effectively shielded so as to prevent beams or rays of light from being directed into any portion of the main traveled way of the federal-aid primary highways as of June 1, 1991, and all highways designated

EXPLANATION — Matter enclosed in bold-faced brackets [thus] in the above bill is not enacted and is intended to be omitted from the law. Matter in **bold-face** type in the above bill is proposed language.

18 as part of the National Highway System by the National Highway System Designation Act of
19 1995 and those highways subsequently designated as part of the National Highway System and
20 the lights are not of such intensity so as to cause glare, impair the vision of the driver of a motor
21 vehicle, or otherwise interfere with a driver's operation of a motor vehicle;

22 (c) No sign shall be so illuminated that it interferes with the effectiveness of, or obscures,
23 an official traffic sign, device, or signal;

24 (2) Size of signs:

25 (a) The maximum area for any one sign shall be eight hundred square feet with a
26 maximum height of thirty feet and a maximum length of seventy-two feet, inclusive of border
27 and trim but excluding the base or apron, supports, and other structural members. The area shall
28 be measured as established herein and in rules promulgated by the commission. In determining
29 the size of a conforming or nonconforming sign structure, temporary cutouts and extensions
30 installed for the length of a specific display contract shall not be considered a substantial increase
31 to the size of the permanent display; provided the actual square footage of such temporary
32 cutouts or extensions may not exceed thirty-three percent of the permanent display area. Signs
33 erected in accordance with the provisions of sections 226.500 to 226.600 prior to August 28,
34 2002, which fail to meet the requirements of this provision shall be deemed legally
35 nonconforming as defined herein;

36 (b) The maximum size limitations shall apply to each side of a sign structure, and signs
37 may be placed back to back, double faced, or in V-type construction with not more than two
38 displays to each facing, but such sign structure shall be considered as one sign;

39 (c) After August 28, 1999, no new sign structure shall be erected in which two or more
40 displays are stacked one above the other. Stacked structures existing on or before August 28,
41 1999, in accordance with sections 226.500 to 226.600 shall be deemed legally nonconforming
42 and may be maintained in accordance with the provisions of sections 226.500 to 226.600.
43 Structures displaying more than one display on a horizontal basis shall be allowed, provided that
44 total display areas do not exceed the maximum allowed square footage for a sign structure
45 pursuant to the provisions of paragraph (a) of this subdivision;

46 (3) Spacing of signs:

47 (a) On all interstate highways, freeways, and nonfreeway federal-aid primary highways
48 as of June 1, 1991, and all highways designated as part of the National Highway System by the
49 National Highway System Designation Act of 1995 and those highways subsequently designated
50 as part of the National Highway System:

51 a. No sign structure shall be erected within one thousand four hundred feet of an existing
52 sign on the same side of the highway;

53 b. Outside of incorporated municipalities, no structure may be located adjacent to or
54 within five hundred feet of an interchange, intersection at grade, or safety rest area. Such five
55 hundred feet shall be measured from the beginning or ending of the pavement widening at the
56 exit from or entrance to the main traveled way. For purpose of this subparagraph, the term
57 "incorporated municipalities" shall include "urban areas", except that such "urban areas" shall
58 not be considered "incorporated municipalities" if it is finally determined that such would have
59 the effect of making Missouri be in noncompliance with the requirements of Title 23, United
60 States Code, Section 131;

61 (b) The spacing between structure provisions of this subdivision do not apply to signs
62 which are separated by buildings, natural surroundings, or other obstructions in such manner that
63 only one sign facing located within such distance is visible at any one time. Directional or other
64 official signs or those advertising the sale or lease of the property on which they are located, or
65 those which advertise activities on the property on which they are located, including products
66 sold, shall not be counted, nor shall measurements be made from them for the purpose of
67 compliance with spacing provisions;

68 (c) No sign shall be located in such manner as to obstruct or otherwise physically
69 interfere with the effectiveness of an official traffic sign, signal, or device or obstruct or
70 physically interfere with a motor vehicle operator's view of approaching, merging, or intersecting
71 traffic;

72 (d) The measurements in this section shall be the minimum distances between outdoor
73 advertising sign structures measured along the nearest edge of the pavement between points
74 directly opposite the signs along each side of the highway and shall apply only to outdoor
75 advertising sign structures located on the same side of the highway involved;

76 (4) As used in this section, the words "unzoned commercial and industrial land" shall
77 be defined as follows: that area not zoned by state or local law or ordinance and on which there
78 is located one or more permanent structures used for a commercial business or industrial activity
79 or on which a commercial or industrial activity is actually conducted together with the area along
80 the highway extending outwardly seven hundred fifty feet from and beyond the edge of such
81 activity. All measurements shall be from the outer edges of the regularly used improvements,
82 buildings, parking lots, landscaped, storage or processing areas of the commercial or industrial
83 activity and along and parallel to the edge of the pavement of the highway. **On nonfreeway
84 primary highways where there is an unzoned commercial or industrial area on one side of
85 the road in accordance with this section, the unzoned commercial or industrial area shall
86 also include those lands opposite on the other side of the highway to the extent of the same
87 dimensions.** Unzoned land shall not include:

88 (a) Land on the opposite side of the highway from an unzoned commercial or industrial
89 area as defined in this section and located adjacent to highways located on the interstate[,
90 federal-aid primary system as it existed on June 1, 1991, or the national highway system as
91 amended, unless the opposite side of the highway qualifies as a separate unzoned commercial
92 or industrial area] **or primary freeway highways**; or

93 (b) Land zoned by a state or local law, regulation, or ordinance;

94 (5) "Commercial or industrial activities" as used in this section means those which are
95 generally recognized as commercial or industrial by zoning authorities in this state, except that
96 none of the following shall be considered commercial or industrial:

97 (a) Outdoor advertising structures;

98 (b) Agricultural, forestry, ranching, grazing, farming, and related activities, including
99 seasonal roadside fresh produce stands;

100 (c) Transient or temporary activities;

101 (d) Activities more than six hundred sixty feet from the nearest edge of the right-of-way
102 or not visible from the main traveled way;

103 (e) Activities conducted in a building principally used as a residence;

104 (f) Railroad tracks and minor sidings;

105 (6) The words "unzoned commercial or industrial land" shall also include all areas not
106 specified in this section which constitute an "unzoned commercial or industrial area" within the
107 meaning of the present Section 131 of Title 23 of the United States Code, or as such statute may
108 be amended. As used in this section, the words "zoned commercial or industrial area" shall refer
109 to those areas zoned commercial or industrial by the duly constituted zoning authority of a
110 municipality, county, or other lawfully established political subdivision of the state, or by the
111 state and which is within seven hundred fifty feet of one or more permanent commercial or
112 industrial activities. Commercial or industrial activities as used in this section are limited to
113 those activities:

114 (a) In which the primary use of the property is commercial or industrial in nature;

115 (b) Which are clearly visible from the highway and recognizable as a commercial
116 business;

117 (c) Which are permanent as opposed to temporary or transitory and of a nature that
118 would customarily be restricted to commercial or industrial zoning in areas comprehensively
119 zoned; and

120 (d) In determining whether the primary use of the property is commercial or industrial
121 pursuant to paragraph (a) of this subdivision, the state highways and transportation commission
122 shall consider the following factors:

123 a. The presence of a permanent and substantial building;

124 b. The existence of utilities and local business licenses, if any, for the commercial
125 activity;

126 c. On-premise signs or other identification;

127 d. The presence of an owner or employee on the premises for at least twenty hours per
128 week;

129 (7) In zoned commercial and industrial areas, whenever a state, county or municipal
130 zoning authority has adopted laws or ordinances which include regulations with respect to the
131 size, lighting and spacing of signs, which regulations are consistent with the intent of sections
132 226.500 to 226.600 and with customary use, then from and after the effective date of such
133 regulations, and so long as they shall continue in effect, the provisions of this section shall not
134 apply to the erection of signs in such areas. Notwithstanding any other provisions of this section,
135 after August 28, 1992, with respect to any outdoor advertising which is regulated by the
136 provisions of subdivision (1), (3) or (4) of section 226.520 or subsection 1 of section 226.527:

137 (a) No county or municipality shall issue a permit to allow a regulated sign to be newly
138 erected without a permit issued by the state highways and transportation commission;

139 (b) A county or municipality may charge a reasonable one-time permit or inspection fee
140 to assure compliance with local wind load and electrical requirements when the sign is first
141 erected, but a county or municipality may not charge a permit or inspection fee for such sign after
142 such initial fee. Changing the display face or performing routine maintenance shall not be
143 considered as erecting a new sign;

144 (8) The state highways and transportation commission on behalf of the state of Missouri,
145 may seek agreement with the Secretary of Transportation of the United States under Section 131
146 of Title 23, United States Code, as amended, that sections 226.500 to 226.600 are in
147 conformance with that Section 131 and provides effective control of outdoor advertising signs
148 as set forth therein. If such agreement cannot be reached and the penalties under subsection (b)
149 of Section 131 are invoked, the attorney general of this state shall institute proceedings described
150 in subsection (1) of that Section 131.

226.550. 1. No outdoor advertising which is regulated by subdivision (1), (3) or (4) of
2 section 226.520 or subsection 1 of section 226.527 shall be erected or maintained on or after
3 August 28, 1992, without a one-time permanent permit issued by the state highways and
4 transportation commission. Application for permits shall be made to the state highways and
5 transportation commission on forms furnished by the commission and shall be accompanied by
6 a permit fee of two hundred dollars for all signs; except that, tax-exempt religious organizations
7 as defined in subdivision (11) of section 313.005, service organizations as defined in subdivision
8 (12) of section 313.005, veterans' organizations as defined in subdivision (14) of section
9 313.005, and fraternal organizations as defined in subdivision (8) of section 313.005 shall be

10 granted a permit for signs less than seventy-six square feet without payment of the fee. **The**
11 **permit fee of two hundred dollars shall be waived for land owners provided they own both**
12 **the land upon which the outdoor advertising is placed and the business being advertised**
13 **on the sign, so long as the business being advertised is within seven hundred fifty feet of**
14 **the sign location.** In the event a permit holder fails to erect a sign structure within twenty-four
15 months of issuance, said permit shall expire and a new permit must be obtained prior to any
16 construction.

17 2. No outdoor advertising which is regulated by subdivision (1), (3) or (4) of section
18 226.520 or subsection 1 of section 226.527 which was erected prior to August 28, 1992, shall
19 be maintained without a one-time permanent permit for outdoor advertising issued by the state
20 highways and transportation commission. If a one-time permanent permit was issued by the state
21 highways and transportation commission after March 30, 1972, and before August 28, 1992, it
22 is not necessary for a new permit to be issued. If a one-time permanent permit was not issued
23 for a lawfully erected and lawfully existing sign by the state highways and transportation
24 commission after March 30, 1972, and before August 28, 1992, a one-time permanent permit
25 shall be issued by the commission for each sign which is lawfully in existence on the day prior
26 to August 28, 1992, upon application and payment of a permit fee of two hundred dollars. All
27 applications and fees due pursuant to this subsection shall be submitted before December 31,
28 1992. **The permit fee of two hundred dollars shall be waived for land owners provided**
29 **they own both the land upon which the outdoor advertising is placed and the business**
30 **being advertised on the sign, so long as the business being advertised is within seven**
31 **hundred fifty feet of the sign location.**

32 3. For purposes of sections 226.500 to 226.600, the terminology "structure lawfully in
33 existence" or "lawfully existing" sign or outdoor advertising shall, nevertheless, include the
34 following signs unless the signs violate the provisions of subdivisions (3) to (7) of subsection
35 1 of section 226.580:

36 (1) All signs erected prior to January 1, 1968;

37 (2) All signs erected before March 30, 1972, but on or after January 1, 1968, which
38 would otherwise be lawful but for the failure to have a permit for such signs prior to March 30,
39 1972, except that any sign or structure which was not in compliance with sizing, spacing,
40 lighting, or location requirements of sections 226.500 to 226.600 as the sections appeared in the
41 revised statutes of Missouri 1969, wheresoever located, shall not be considered a lawfully
42 existing sign or structure;

43 (3) All signs erected after March 30, 1972, which are in conformity with sections
44 226.500 to 226.600;

45 (4) All signs erected in compliance with sections 226.500 to 226.600 prior to August 28,
46 2002.

47 4. On or after August 28, 1992, the state highways and transportation commission may,
48 in addition to the fees authorized by subsections 1 and 2 of this section, collect a biennial
49 inspection fee every two years after a state permit has been issued. Biennial inspection fees due
50 after August 28, 2002, and prior to August 28, 2003, shall be fifty dollars. Biennial inspection
51 fees due on or after August 28, 2003, shall be seventy-five dollars. Biennial inspection fees due
52 on or after August 28, 2004, shall be one hundred dollars; except that, tax-exempt religious
53 organizations as defined in subdivision (11) of section 313.005, service organizations as defined
54 in subdivision (12) of section 313.005, veterans' organizations as defined in subdivision (14) of
55 section 313.005, and fraternal organizations as defined in subdivision (8) of section 313.005 shall
56 not be required to pay such fee. **The biennial inspection fee shall be waived for land owners
57 provided they own both the land upon which the outdoor advertising is placed and the
58 business being advertised on the sign, so long as the business being advertised is within
59 seven hundred fifty feet of the sign location.**

60 5. In order to effect the more efficient collection of biennial inspection fees, the state
61 highways and transportation commission is encouraged to adopt a renewal system in which all
62 permits in a particular county are renewed in the same month. In conjunction with the
63 conversion to this renewal system, the state highways and transportation commission is
64 specifically authorized to prorate renewal fees based on changes in renewal dates.

65 6. Sign owners or owners of the land on which signs are located must apply to the state
66 highways and transportation commission for biennial inspection and submit any fees as required
67 by this section on or before December 31, 1992. For a permitted sign which does not have a
68 permit, a permit shall be issued at the time of the next biennial inspection.

69 7. The state highways and transportation commission shall deposit all fees received for
70 outdoor advertising permits and inspection fees in the state road fund, keeping a separate record
71 of such fees, and the same may be expended by the commission in the administration of sections
72 226.500 to 226.600.

**227.432. The portion of Interstate 470 at the interchange with Woods Chapel Road
2 continuing to Lakewood Boulevard in Jackson County shall be designated as the "Judge
3 Vincent E. Baker Memorial Highway". The department of transportation shall erect and
4 maintain appropriate signs designating such highway, with the costs to be paid for by
5 private donations.**

**227.434. The portion of U.S. Highway 50 from Main Street Road to the intersection
2 of U.S. Highway 65 in Pettis County shall be designated "LeRoy Van Dyke Highway". The**

3 department of transportation shall erect and maintain appropriate signs designating such
4 highway with the costs to be paid by private donations.

227.444. The bridge on U.S. Highway 169 crossing over the Missouri River from
2 Jackson County to Clay County shall be designated the "John Jordan "Buck" O'Neil
3 Memorial Bridge". The department of transportation shall erect and maintain
4 appropriate signs designating the bridge, with the costs for such designation to be paid for
5 by private donation.

227.445. The portion of State Highway 32 from Stockton Dam Road continuing
2 west to State Highway 39/County Road 1401 within the city limits of Stockton in Cedar
3 County shall be designated as the "Deputy Sheriff Matthew S. Chism Memorial Highway".
4 The department of transportation shall erect and maintain appropriate signs designating
5 such highway, with costs for such designation to be paid by private donation.

301.125. There is hereby established an advisory committee for the department of
2 revenue, which shall exist solely to develop uniform designs and common colors for license
3 plates issued under this chapter and to determine appropriate license plate parameters for
4 all license plates issued under this chapter. The advisory committee shall adopt a type of
5 design and color scheme for license plates issued under this chapter that commemorates
6 the bicentennial of Missouri. The advisory committee may adopt more than one type of
7 design and color scheme; however, each license plate of a distinct type shall be uniform in
8 design and color scheme with all other license plates of that distinct type. The
9 specifications for the fully reflective material used for the plates, as required by section
10 301.130, shall be determined by the committee. Such plates shall meet any specific
11 requirements prescribed in this chapter, except that, such plates shall be exempt from the
12 requirements of subsection 1 of section 301.130. The advisory committee shall consist of
13 the director of revenue or his or her designee, the superintendent of the highway patrol,
14 the correctional enterprises administrator, the director of the department of
15 transportation, the executive director of the State Historical Society of Missouri, and the
16 respective chairpersons of both the senate and house of representatives transportation
17 committees. The committee shall meet, select a chairperson from among its members, and
18 develop uniform design and license plate parameters for the license plates issued under this
19 chapter not later than January 1, 2017. Prior to determining the final design of the plates,
20 the committee shall hold at least three public meetings in different areas of the state to
21 invite public input on the final design. Members of the committee shall be reimbursed for
22 their actual and necessary expenses incurred in the performance of their duties under this
23 section. The director of revenue shall have the final design of the uniform license plates,
24 along with any specific parameters for all license plates developed by the committee,

25 **available for issuance in all license fee offices in this state not later than January 1, 2019.**
26 **The committee shall be dissolved upon completion of its duties under this section.**

301.130. 1. The director of revenue, upon receipt of a proper application for registration,
2 required fees and any other information which may be required by law, shall issue to the
3 applicant a certificate of registration in such manner and form as the director of revenue may
4 prescribe and a set of license plates, or other evidence of registration, as provided by this section.
5 Each set of license plates shall bear the name or abbreviated name of this state, the words
6 "SHOW-ME STATE", the month and year in which the registration shall expire, and an
7 arrangement of numbers or letters, or both, as shall be assigned from year to year by the director
8 of revenue. The plates shall also contain fully reflective material with a common color scheme
9 and design for each type of license plate issued pursuant to this chapter. The plates shall be
10 clearly visible at night, and shall be aesthetically attractive. Special plates for qualified disabled
11 veterans will have the "DISABLED VETERAN" wording on the license plates in preference to
12 the words "SHOW-ME STATE" and special plates for members of the National Guard will have
13 the "NATIONAL GUARD" wording in preference to the words "SHOW-ME STATE".

14 2. The arrangement of letters and numbers of license plates shall be uniform throughout
15 each classification of registration. The director may provide for the arrangement of the numbers
16 in groups or otherwise, and for other distinguishing marks on the plates.

17 3. All property-carrying commercial motor vehicles to be registered at a gross weight in
18 excess of twelve thousand pounds, all passenger-carrying commercial motor vehicles, local
19 transit buses, school buses, trailers, semitrailers, motorcycles, motortricycles, motorscooters and
20 driveaway vehicles shall be registered with the director of revenue as provided for in subsection
21 3 of section 301.030, or with the state highways and transportation commission as otherwise
22 provided in this chapter, but only one license plate shall be issued for each such vehicle, except
23 as provided in this subsection. The applicant for registration of any property-carrying
24 commercial vehicle registered at a gross weight in excess of twelve thousand pounds may request
25 and be issued two license plates for such vehicle, and if such plates are issued, the director of
26 revenue shall provide for distinguishing marks on the plates indicating one plate is for the front
27 and the other is for the rear of such vehicle. The director may assess and collect an additional
28 charge from the applicant in an amount not to exceed the fee prescribed for personalized license
29 plates in subsection 1 of section 301.144.

30 4. The plates issued to manufacturers and dealers shall bear the letters and numbers as
31 prescribed by section 301.560, and the director may place upon the plates other letters or marks
32 to distinguish commercial motor vehicles and trailers and other types of motor vehicles.

33 5. No motor vehicle or trailer shall be operated on any highway of this state unless it
34 shall have displayed thereon the license plate or set of license plates issued by the director of

35 revenue or the state highways and transportation commission and authorized by section 301.140.
36 Each such plate shall be securely fastened to the motor vehicle or trailer in a manner so that all
37 parts thereof shall be plainly visible and reasonably clean so that the reflective qualities thereof
38 are not impaired. Each such plate may be encased in a transparent cover so long as the plate is
39 plainly visible and its reflective qualities are not impaired. License plates shall be fastened to
40 all motor vehicles except trucks, tractors, truck tractors or truck-tractors licensed in excess of
41 twelve thousand pounds on the front and rear of such vehicles not less than eight nor more than
42 forty-eight inches above the ground, with the letters and numbers thereon right side up. The
43 license plates on trailers, motorcycles, motortricycles and motorscooters shall be displayed on
44 the rear of such vehicles either horizontally or vertically, with the letters and numbers plainly
45 visible. The license plate on buses, other than school buses, and on trucks, tractors, truck tractors
46 or truck-tractors licensed in excess of twelve thousand pounds shall be displayed on the front of
47 such vehicles not less than eight nor more than forty-eight inches above the ground, with the
48 letters and numbers thereon right side up or if two plates are issued for the vehicle pursuant to
49 subsection 3 of this section, displayed in the same manner on the front and rear of such vehicles.
50 The license plate or plates authorized by section 301.140, when properly attached, shall be prima
51 facie evidence that the required fees have been paid.

52 6. (1) The director of revenue shall issue annually or biennially a tab or set of tabs as
53 provided by law as evidence of the annual payment of registration fees and the current
54 registration of a vehicle in lieu of the set of plates. Beginning January 1, 2010, the director may
55 prescribe any additional information recorded on the tab or tabs to ensure that the tab or tabs
56 positively correlate with the license plate or plates issued by the department of revenue for such
57 vehicle. Such tabs shall be produced in each license bureau office.

58 (2) The vehicle owner to whom a tab or set of tabs is issued shall affix and display such
59 tab or tabs in the designated area of the license plate, no more than one per plate.

60 (3) A tab or set of tabs issued by the director of revenue when attached to a vehicle in
61 the prescribed manner shall be prima facie evidence that the registration fee for such vehicle has
62 been paid.

63 (4) Except as otherwise provided in this section, the director of revenue shall issue plates
64 for a period of at least six years.

65 (5) For those commercial motor vehicles and trailers registered pursuant to section
66 301.041, the plate issued by the highways and transportation commission shall be a permanent
67 nonexpiring license plate for which no tabs shall be issued. Nothing in this section shall relieve
68 the owner of any vehicle permanently registered pursuant to this section from the obligation to
69 pay the annual registration fee due for the vehicle. The permanent nonexpiring license plate shall
70 be returned to the highways and transportation commission upon the sale or disposal of the

71 vehicle by the owner to whom the permanent nonexpiring license plate is issued, or the plate may
72 be transferred to a replacement commercial motor vehicle when the owner files a supplemental
73 application with the Missouri highways and transportation commission for the registration of
74 such replacement commercial motor vehicle. Upon payment of the annual registration fee, the
75 highways and transportation commission shall issue a certificate of registration or other suitable
76 evidence of payment of the annual fee, and such evidence of payment shall be carried at all times
77 in the vehicle for which it is issued.

78 (6) Upon the sale or disposal of any vehicle permanently registered under this section,
79 or upon the termination of a lease of any such vehicle, the permanent nonexpiring plate issued
80 for such vehicle shall be returned to the highways and transportation commission and shall not
81 be valid for operation of such vehicle, or the plate may be transferred to a replacement vehicle
82 when the owner files a supplemental application with the Missouri highways and transportation
83 commission for the registration of such replacement vehicle. If a vehicle which is permanently
84 registered under this section is sold, wrecked or otherwise disposed of, or the lease terminated,
85 the registrant shall be given credit for any unused portion of the annual registration fee when the
86 vehicle is replaced by the purchase or lease of another vehicle during the registration year.

87 7. The director of revenue and the highways and transportation commission may
88 prescribe rules and regulations for the effective administration of this section. No rule or portion
89 of a rule promulgated under the authority of this section shall become effective unless it has been
90 promulgated pursuant to the provisions of section 536.024.

91 8. Notwithstanding the provisions of any other law to the contrary, owners of motor
92 vehicles other than apportioned motor vehicles or commercial motor vehicles licensed in excess
93 of [eighteen] **twenty-four** thousand pounds gross weight may apply for special personalized
94 license plates. Vehicles licensed for [eighteen] **twenty-four** thousand pounds that display
95 special personalized license plates shall be subject to the provisions of subsections 1 and 2 of
96 section 301.030. **On and after August 28, 2016, owners of motor vehicles, other than**
97 **apportioned motor vehicles or commercial motor vehicles licensed in excess of twenty-four**
98 **thousand pounds gross weight, may apply for any preexisting or hereafter statutorily**
99 **created special personalized license plates.**

100 9. No later than January 1, [2009] **2019**, the director of revenue shall commence the
101 reissuance of new license plates of such design as [directed by the director] **approved by the**
102 **advisory committee under section 301.125** consistent with the terms, conditions, and
103 provisions of [this] section **301.125** and this chapter. Except as otherwise provided in this
104 section, in addition to all other fees required by law, applicants for registration of vehicles with
105 license plates that expire during the period of reissuance, applicants for registration of trailers
106 or semitrailers with license plates that expire during the period of reissuance and applicants for

107 registration of vehicles that are to be issued new license plates during the period of reissuance
108 shall pay the cost of the plates required by this subsection. The additional cost prescribed in this
109 subsection shall not be charged to persons receiving special license plates issued under section
110 301.073 or 301.443. Historic motor vehicle license plates registered pursuant to section 301.131
111 and specialized license plates are exempt from the provisions of this subsection. Except for new,
112 replacement, and transfer applications, permanent nonexpiring license plates issued to
113 commercial motor vehicles and trailers registered under section 301.041 are exempt from the
114 provisions of this subsection.

✓